



ReImagine Long Reach Village Center **PROPOSED PLAN**



*Howard County, Maryland
Department of Planning and Zoning
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CONTENTS

| | |
|---|-----------|
| INTRODUCTION | 1 |
| <i>Project Overview</i> | <i>1</i> |
| <i>Background and History</i> | <i>3</i> |
| <i>Community Conversation</i> | <i>9</i> |
| Objectives..... | 11 |
| <i>Economic Sustainability.....</i> | <i>11</i> |
| <i>Connectivity.....</i> | <i>11</i> |
| <i>Community Spaces</i> | <i>12</i> |
| <i>Building and Site Design</i> | <i>12</i> |
| CONCEPTUAL DIAGRAM | 13 |
| ZONING AND LAND USE..... | 15 |
| <i>New Town Zoning.....</i> | <i>15</i> |
| <i>Village Center Redevelopment Process</i> | <i>17</i> |
| <i>Development Standards and Land Use.....</i> | <i>21</i> |
| <i>Future Land Use.....</i> | <i>22</i> |
| TECHNIQUES TO ACHIEVE PLAN OBJECTIVES | 23 |
| <i>Land Disposition</i> | <i>23</i> |
| <i>Financing and Funding Strategies</i> | <i>23</i> |
| <i>Acquisition/Consolidation</i> | <i>23</i> |
| <i>Existing Buildings and Improvements.....</i> | <i>23</i> |
| <i>Demolition and Removal of Buildings and Improvements</i> | <i>24</i> |
| <i>Development and Redevelopment</i> | <i>24</i> |
| <i>Improvement of Site and/or Buildings.....</i> | <i>24</i> |
| <i>Relocation and Retention of Existing Businesses.....</i> | <i>24</i> |
| APPENDIX A – PRELIMINARY CONCEPT PLANS..... | 25 |
| APPENDIX B – PRECEDENTS | 31 |

INTRODUCTION

Project Overview

Plan Purpose

The purpose of the *ReImagine Long Reach Village Center Plan* is to document Howard County's objectives for revitalization of the Long Reach Village Center (LRVC), potential land uses, and potential techniques the County may use to facilitate revitalization.

The plan builds upon many months of community conversation as well as previous plans and studies.

Rather than identifying one preferred concept for a revitalized LRVC, the plan presents multiple concepts for illustrative purposes only. These concepts are provided in Appendix A. The County recognizes that many different concepts, including those not specifically documented in the plan, could meet the County and community's objectives for a revitalized LRVC.



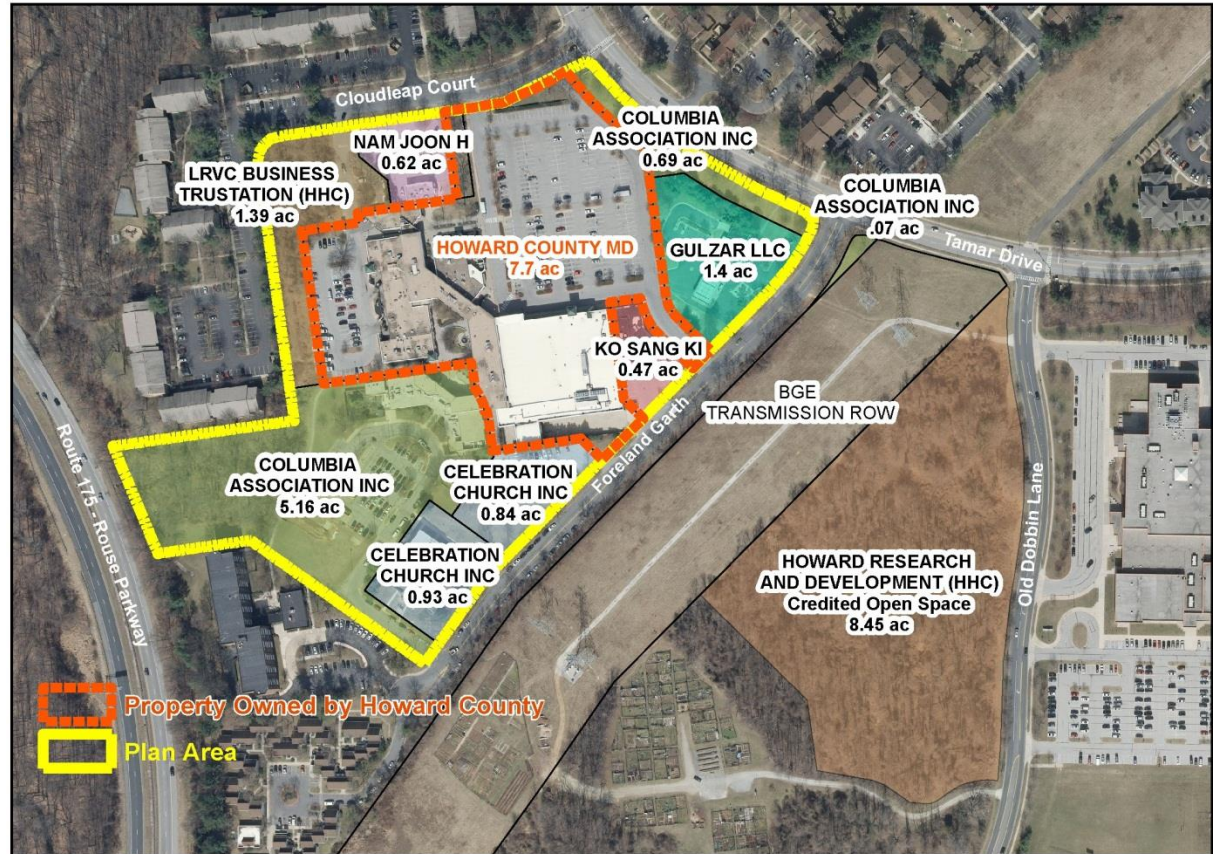
Aerial of Long Reach Village Center and surrounding community, looking east

Plan Area

The plan area includes all of the area bound to the north by Cloudleap Court and Tamar Drive; to the east by Foreland Garth; to the south by the Longwood Apartments; and to the west by the Timbers Apartments and Route 175. This area encompasses 19.1 acres.

As of the writing of this plan, Howard County owns 7.7 acres within the plan area, which includes the former Safeway grocery store space and the in-line retail and upper-floor office space. Columbia Association owns the Stonehouse and Columbia Art Center and related parking as well as several open space parcels. The plan area also includes several smaller parcels owned by separate entities.

The plan area is the same area identified by the Howard County Council as an Urban Renewal Area, as shown on Exhibit B within County Council Resolution No. 22-2014.



Property owned by Howard County, plan area, and property owners within the Relmagine Long Reach Plan area

Background and History

Long Reach Village Center opened in 1974 to serve the Long Reach Village residents with a grocery store anchor, retail shops, restaurants, and the Stonehouse community center.

Before the LRVC opened, early village residents came together in a town meeting and voted for an arts and crafts theme for the village center. When the LRVC opened, it included a visual art center in keeping with that theme. Columbia Association's Art Center now operates within LRVC.



An early photo of Long Reach Village Center, courtesy of Columbia Archives – a service of Columbia Association

For decades, the LRVC provided the everyday shopping needs of village residents with little area competition.

Recent Events

In recent years, new grocery options have emerged in close proximity to the LRVC. Five grocery stores are within a six-minute drive of the LRVC, including two Giant stores, a Food Lion, Trader Joe's, and Wegmans.

Amidst this expansion in nearby grocery store competition, in 2011 the Safeway grocery store closed its store in the LRVC. Family Market, an ethnic grocer, opened briefly, but closed in mid-2013. The anchor space then sat vacant, and the shopping center showed signs of disinvestment.

Facing decline of the shopping center, and given concerns about vacancies, poor maintenance, security and impact on neighboring property values, members of the community asked for County involvement.



Vacant grocery space within the LRVC

On March 5, 2014, the Howard County Council passed legislation that declared the Plan Area to be an Urban Renewal Project area.

In October 2014, Howard County purchased a portion of the Long Reach Village Center (excluding the former Safeway building). In February 2015, the County purchased the Safeway building.



Neglected LRVC message board

Overall Market Trends

In 2014, Howard County Government and Columbia Association completed a market study of Columbia's village centers and their relationship to the former GE Appliance Site and the Dobbin Road and Snowden River Parkway commercial areas.

The *Columbia Market Study*, prepared by a consultant team led by Retail and Development Strategies, LLC, assessed the village centers individually and offered recommendations for future uses.

Columbia Market Study

Findings for LRVC

- Nearby grocery operators present far more competition for the LRVC than other village centers
- Closure of two prior grocery operators at the LRVC has had a significant effect on the center's competitive position, and the grocery-anchored village center model may no longer be viable
- Design of the LRVC does not meet contemporary planning and design principles, which would place the center and retail closer to roadways in more visible locations

Columbia Market Study

Recommendations for LRVC

- A shift in use from primary retail to community and institutional uses is warranted
- An arts theme is one opportunity for the LRVC that would complement the Columbia Art Center
- Design updating and enhancements are needed for storefronts, signs, facades, landscaping, and the entrance to Columbia Art Center should be more visible

- Potential redevelopment of the LRVC could include new housing, though timing of any new housing will depend on market response to precedent residential development in Wilde Lake, as well as the pace of absorption of new housing in Downtown Columbia



Coin laundry shop in LRVC



Frontage of Columbia Art Center

Market for the Arts

In 2015, Howard County Government completed an evaluation of the need for arts facilities in Howard County.

Prepared by Webb Management Services, the *Needs Assessment for Arts Facilities* specifically addresses the opportunities for a revitalized LRVC in addition to the redevelopment of Downtown Columbia.

The study concluded that different types of arts facilities make sense in Downtown Columbia versus the LRVC:

- For Downtown Columbia, a new performance and education center would function as a high-profile regional facility
- For the LRVC, there is an opportunity for artist-focused facilities for working, selling, teaching, sharing, building, storing, administering and even living

The study went on to suggest specific types of spaces for the LRVC:

- Artist work/sell/exhibit (and perhaps even live) space, to include: 10 or more artist studios, shared storage, exhibition space, retail space, and an administrative office
- Studio spaces with sprung floors, pianos, high ceilings
- Classrooms (wet and dry), administrative and meeting space
- Shared production space, including shop, costume and storage, potentially in the former grocery store

These creative spaces were noted to offer potential to advance the County's relatively undeveloped cultural sector. The study indicated such spaces could be part of multiple development options at the LRVC.

Residential Market

Assessment

As part of the Relmagine Long Reach effort, Howard County Government engaged Real Property Research Group to conduct a more targeted assessment of market-supported opportunities for new housing at the LRVC. The *Opportunity Assessment* found that there is market support for new housing in the Long Reach market area. Additional findings are provided below.

Consultant's Identification of Target Markets

- Location will be the driving force for the target market, and the LRVC is situated between two designated growth areas: Downtown Columbia and Route 1
- Housing within the LRVC should not compete for the target markets. Downtown Columbia and Route 1 will likely attract
- Downtown Columbia will attract younger professionals and those working in Columbia seeking an urban enclave rich in amenities

- Route 1 will attract commuters seeking proximity to major highways and to Fort Meade
- LRVC housing could effectively target three groups: families, mid-career singles, and empty nesters
- Families desire lower density products, while mid-career singles seek larger two bedroom units
- Empty nesters seek upscale and oversized units. Even though active adults are a target market, housing restricted by age is not recommended for the LRVC as the restriction would limit the target market for the community

Consultant's For Sale Recommendations

- There is market support for a for sale community in the LRVC, and the consultant recommends 100 to 125 units, specifically a stacked flat product with individual garages

Consultant's Rental Recommendations

- LRVC is a good location for a rental community

- There is an opportunity for an estimated 132 rental units within the LRVC, which would absorb half of the projected demand for units in the market area
- Garden apartments would provide the highest density and return on the property
- Townhome units would offer a lower density while targeting larger households
- Stacked flats are a new option in the rental market that could attract larger households as well as those seeking an integral garage

Consultant's Recommended Community Amenities

- Whether rental or for sale, the consultant recommends the community offer an amenity package to create neighborhood appeal
- Recommended amenities include: a clubhouse with fitness center and playground, an outdoor grilling area and a dog park

Long Reach Village Center Community Plan

In 2012, the Long Reach Community Association prepared the *Long Reach Village Center Community Plan* (LRVCCP). The plan provides guidance from the Village to the County and developers on the Long Reach Community Association's vision and desired planning concepts as the village area changes over time.

Note that the Village Center boundary area, as identified in the LRVCCP, is loosely defined and extends further east than the ReImagine plan area to include the utility line right of way and open space to the east.

Vision for LRVC from LRVCCP:

- Serves not only Long Reach residents but also a more global audience
- Accommodates businesses that may include usual village center mix of retail stores but also unique destination retailers



The Village Center boundary, as identified in the LRVCCP, extends further east than the ReImagine plan area

- If a mixed-use redevelopment approach is used, the commercial, residential and recreational use must be proportionately divided with the main emphasis on the commercial and recreational components

Goals for LRVC from LRVCCP:

- Support commercial success for the village center owners and merchants
- Make the village center a destination point for shoppers
- Make the village center a vital part of the Long Reach residents' lives
- Improve the connectivity of the village center to surrounding shopping areas, and Blandair Park by improving and increasing the public walkways/pathways and bicycle paths/lanes
- Ensure that adequate public transportation sites are included in any future redevelopment plans
- Retain and enhance current assets – Stonehouse, the CA Art Center, Interfaith Center, open space

Mix of Uses from LRVCCP

- Retail component should be the most important part of any redesign of the village center in a way that will enhance daily lives of residents of Long Reach and surrounding neighborhoods

- Housing in the village center could help attract unique businesses, increase foot traffic, and provide a vibrancy to the village center
- Community/recreational component must be included

Desired Components from LRVCCP

- Provide wayfinding signage
- Provide adequate parking
- Incorporate green building standards, water conservation, and native plantings
- Retain current community uses (Stonehouse, CA Art Center, Interfaith Center, and Howard County Police Substation)
- Include an outdoor plaza that encourages community engagement and provides an aesthetic element
- Include space for outdoor/exterior art work displays (tying to CA Art Center's presence)
- Use open space for recreation
- Include public transportation sites
- Incorporate walkways/pathways and bicycle paths/lanes
- Include bike racks

Guiding Principles for the 21st Century Planned Community of Columbia

Columbia Association recently established "Guiding Principles for the 21st Century Planned Community of Columbia." These principles are organized in five categories and focus on the characteristics that make Columbia Distinctive:

1. Diversity
2. Stewardship
3. Land Use and Design
4. Neighborhoods and Destinations
5. Community Facilities and Services

The guiding principles provided in that document are a set of values and establish expectations for Columbia as it continues to evolve and change.

One principle under the category Neighborhoods and Destinations is specifically relevant to Long Reach Village Center's revitalization:

"Village Centers. To maintain the vitality of Columbia's village centers as important local destinations and service and social hubs, village centers within highly competitive environments should be repositioned with alternatives to an anchor grocery store and with the potential addition of residential uses.

For the other village centers, incremental change should include enhancements to the mix of retail and food and beverage offerings, and the potential addition of residential uses. It is important to maintain and enhance the village centers as mixed use community focal points that provide places for people to gather and socialize as well as live, shop and access programs and services."

Community Conversation

Understanding the community's preferences for revitalization has been an important part of the ReImagine Long Reach Village Center planning effort. The County held a series of meetings to gather community input.

Community participation has exceeded expectations. Over 150 community members attended the kickoff meeting in April of 2015. That meeting – and each of the subsequent meetings in the series – featured both high attendance and thoughtful discussion.

Proposals to revitalize the site should seek to include the community's preferences, to the extent possible.

Use Preferences

Long Reach Village Center should include a mix of uses, with retail and commercial remaining a prominent component.

A combination of anchor uses, which could include non-retail anchors such as governmental and non-profit/institutional uses, are desired.



Participants at ReImagine Long Reach community meeting

Dining establishments are strongly preferred by the community. Stores that provide food for home preparation are also preferred, particularly to meet the everyday needs of nearby, transit-dependent residents.

Since a traditional grocer is unlikely, alternatives could include a smaller-format food store, a pharmacy, a convenience store, a farmers market or other venue offering food for home preparation.

Echoing a preference expressed by village residents in 1972, current community members prefer that arts and culture be part of the LRVC use mix.

Most community meeting participants are open to housing being added to the Village Center use mix, recognizing the foot traffic new residents would bring for retailers.

More specific examples of community use preferences are offered on the next page.

Community Preferred Uses from Five Public Meetings for Long Reach Village Center

| <u>Category</u> | <u>Examples from Community Comments</u> |
|---------------------------|--|
| Dining and food service | Sit-down restaurants, casual dining, takeout, coffee/tea, ethnic/specialty dining, bakery, liquor store, microbrewery, bagels |
| Art and culture | Art center, theater, music, entertainment, art supplies, reading room, dance, photography, arts education |
| Food at home | Specialty/ethnic grocery store, convenience store, farmers market, other businesses selling food to be prepared at home |
| Health and fitness | Recreation center, gym/fitness center, yoga, indoor/competitive pool, bike shop, dog park, kids play zone |
| Government and non-profit | Community center, senior center, youth center, library, police station, education, practicum (for example, restaurant practicum) |
| Medical | Urgent care, walk-in clinic, pharmacy, dental, optical, doctors' offices, physical therapy |
| Services | Daycare, salon/barber shop, dry cleaner, car wash, bank, shoe repair, tutoring and educational services, professional offices |
| Other retail | Specialty shops, small shops, consignment, apparel and shoes, hardware, home furnishings/décor |
| Housing | Broad category can include specialized housing (senior, artist) as well as non-specialized and multi-generational |
| Places of worship | Meeting places for congregations |

Design Preferences

Community members prefer a design that is more open than the current inward configuration. Redesign should make uses more visible to surrounding roadways.

Expanded connections to allow people walking and bicycling to and from the LRVC and surrounding uses are preferred.

Public gathering space is important to community members, who prefer aesthetically enhanced space with trees, landscaping, and programmed activities.

OBJECTIVES

Howard County's objectives for the revitalization of the LRVC are listed below. These objectives build from community preferences, the 2012 Long Reach Village Center Community Plan, Columbia Association's Guiding Principles, and general planning principles, , including those expressed in *PlanHoward 2030*, the County's General Plan. *PlanHoward 2030* supports more vibrant, connected, and multimodal village centers. Further, PlanHoward 2030 envisions that village centers which redevelop will feature more sustainable and vibrant gathering places.

Proposals to revitalize the LRVC must meet these objectives.



Existing businesses at the LRVC

Economic Sustainability

- Provide opportunities for existing businesses and attract new businesses to LRVC that support the needs of the Long Reach Village and Columbia.
- Improve the visibility of the LRVC from Tamar Drive, Cloudleap Court and Foreland Garth to support business viability.
- Incorporate appropriate signage.
- Encourage the development of housing options to provide an on-site demand for goods and services.

Connectivity

- Create a network of pedestrian/bicycle pathways to formally connect the LRVC with neighboring properties and existing CA pathways. This network will consist of: new pedestrian connections with crosswalks, and existing or new internal streets in new alignments. Streets may be public or private.
- Maximize the impact of public transit facilities by locating them within the LRVC to support commercial operations and community uses.

- Ensure that LRVC is visibly and physically accessible, convenient, and comfortable. New pathways should have lighting that is scaled appropriately for users and enhanced with landscaping.



Internal drive aisle leading into LRVC

Community Spaces

- Ensure that expanded or enhanced public spaces are appropriately sited to function as an integral part of development to provide public interaction and gathering.
- Require that public spaces provide landscaping and offer benches or other types of outdoor seating.
- Retain and enhance the existing institutional uses (such as Stonehouse and Columbia Art Center) and provide opportunities for new institutional uses (such as governmental, educational, and nonprofit uses) that complement the existing assets.



Landscaping in front of the Columbia Art Center

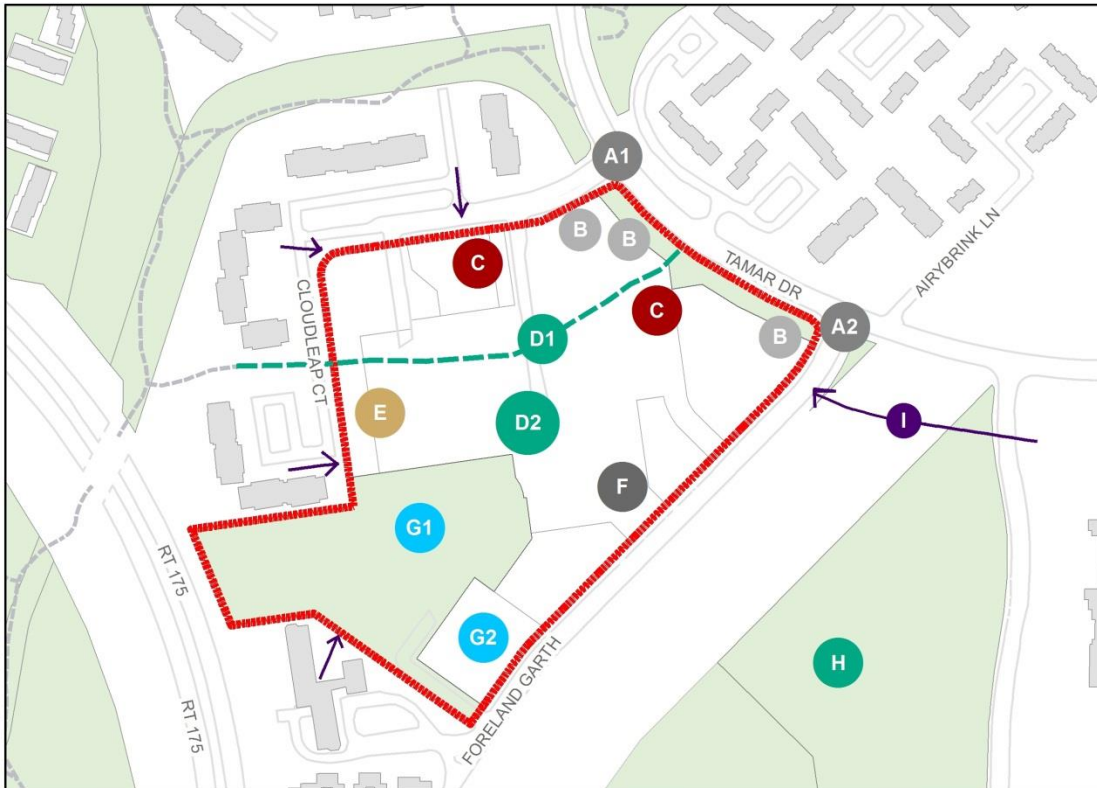


Existing building at the LRVC

Building and Site Design

- Incorporate high caliber, green building and site design strategies and systems.
- Incorporate massing and height standards to appropriately transition between neighboring properties.
- Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading, and mechanical systems.

CONCEPTUAL DIAGRAM



The conceptual diagram offers an illustration of how Howard County's objectives for the revitalization of the LRVC could be met. The diagram is hypothetical and does not represent an actual proposal to redevelop the LRVC.

The concept is holistic in that all parcels within the LRVC are part of the diagram, not just the parcels owned by Howard County.

A1 – Gateway feature, main entrance: an enhanced entrance to the LRVC from Tamar Drive off of Cloudleap Court that conveys a sense of arrival. Opportunities to calm traffic near LRVC gateway entrances along Tamar should be explored.



Gateway crosswalk and landscaping

A2 – Gateway feature, secondary entrance: an enhanced entrance to the LRVC from Tamar Drive off of Foreland Garth.

B – Corner gateway markers: features that include signage for the LRVC.



Gateway marker with signage

C – Commercial and potentially institutional uses fronting along streets: stores, shops, offices or other commercial or institutional (which could include governmental) uses which provide opportunities to fulfill the day-to-day needs of the village residents, such as food stores, specialty stores, service agencies, financial institutions, personal services, medical services, and restaurants.



Commercial uses fronting street

D1 – Central pedestrian walkway: an accessible, primarily pedestrian-oriented promenade connecting the various village center buildings.



Pedestrian promenade

D2 – Central community amenity space: outdoor, public, village green, plaza or square, which has both hardscape and softscape elements to include public seating features. A vertical element, potentially public art, could be part of this space.



Central community gathering space

E – Residential uses: provide an on-site demand for goods and services, thereby supporting and enhancing, but not overwhelming, other uses in the village center.



Multifamily residential uses

F – Surface parking: supports village center uses and is appropriately sited and screened.

G1 – Community and/or institutional uses: these potentially could include, but are not necessarily limited to recreational, civic, governmental, or other institutional activities and may be co-located.

Columbia Association owns Stonehouse and the Columbia Art Center, and is open to proposals to replace and relocate these facilities within the plan area, provided that new facilities offer improved design, function and economic vitality of the LRVC.

G2 – Community and/or institutional uses.

H – Enhanced community open space: community gardens potentially to be expanded.

I – Enhanced connectivity to surrounding properties, including Long Reach High School and other uses.

ZONING AND LAND USE

New Town Zoning

The LRVC is within the New Town (NT) Zoning District, a zone unique to Columbia that comprises over 14,000 acres. At the zoning district level, New Town allows for a broad range of land uses and sets requirements in terms of open space and housing density. The Howard County Zoning Regulations define a Village Center within this zone, as previously described.

Development within the New Town zone requires four major steps: 1) Preliminary Development Plan, 2) Comprehensive Sketch Plan, 3) Final Development Plan, and 4) Site Development Plan. As a developed site, these four major steps have already been completed for LRVC.

The **Preliminary Development Plan (PDP)** maps the general location of land uses, major roads and major public facilities. There is one PDP for all of New Town that was originally approved in 1965.

The **Comprehensive Sketch Plan (CSP)** covers a portion of the NT District and establishes specific location and acreage of land use areas, number and type of dwelling units, and specific location of roads, open space, schools and other public or community uses. It also includes criteria that in most other areas of the County would be set by the Zoning Regulations, such as: permitted uses, minimum lot sizes, parking requirements, setbacks, building heights, and other development regulations.

The **Final Development Plan (FDP)**, the third major step, provides exact boundary descriptions and acreage for land use areas shown on the Comprehensive Sketch Plan and includes the detailed criteria approved with the Comprehensive Sketch Plan. The FDP is the permanent record of land use controls for NT properties.

A **Site Development Plan (SDP)** is the final step before construction, and shows how the site will be developed in terms of grading, utilities, buildings, driveways, parking areas, landscaping, and other details.



Office space at the LRVC

Only the original petitioner may propose changes to the approved PDP, CSP, and FDP for the LRVC – unless the Village Center Redevelopment Process is used.

The NT Zoning District contains a specific definition for a NT Village Center, provided on the following page.

**Definition of a New Town Village Center
(Howard County Zoning Regulations, §103):**

Village Center, New Town: A Mixed-Use Development in the New Town District which is in a location designated on the New Town Preliminary Development Plan as a "Village Center", which is designed to be a community focal point and gathering place for the surrounding village neighborhoods by including the following items:

1. An outdoor, public, village green, plaza or square, which has both hardscape and softscape elements. This public space shall be designed to function as an accessible, primarily pedestrian-oriented promenade connecting the various village center buildings and shall include public seating features;
2. Stores, shops, offices or other commercial uses which provide opportunities to fulfill the day-to-day needs of the village residents, such as food stores, specialty stores, service agencies, financial institutions, personal services, medical services, and restaurants;
3. Space for community uses and/or institutional uses; and
4. Residential uses, to the extent appropriate to support and enhance, but not overwhelm, other uses in the village center.



Plaza feature in front of Stonehouse

Village Center Redevelopment Process

In 2009, the Howard County Council amended the Zoning Regulations to allow the owner of any portion of a Village Center to propose changes to an approved PDP, CSP, or FDP.

The amended regulations allow the petitioner to propose any use or density allowed by the Zoning Regulations (excluding heavy manufacturing and mobile homes). The petitioner's proposal shall comply with Zoning Regulations pertaining to the NT District's maximum overall residential density of 2.5 dwelling units per acre and the overall NT District use mix chart.

The amended regulations established a process with three major steps: 1) Village Center Community Planning Process; 2) Zoning Process to Amend Preliminary Development Plan (PDP); and 3) Land Development Review Process.

The **Community Planning Process** involves updating of the Village Center Community Plan through the Village Board (if necessary), a Village Center Concept Planning Workshop, two pre-submission community meetings, and presentation of a concept plan and proposed Village Center design guidelines to Howard County's Design Advisory Panel (DAP).

Next, the **Zoning Process** includes several milestones: the formal petition by the property owner to the Department of Planning and Zoning to amend the PDP, a community response statement from the Village Board, review by Planning Board, and issuance of a decision and order by the Zoning Board.

If the petition to amend the PDP is approved through the Zoning Process, then the petitioner proceeds to the **Land Development Review Process**. During this step, the petitioner submits plans to the Department of Planning and Zoning, which are then evaluated through a multi-step process that includes review by Design Advisory Panel and Planning Board.

Definitions: Village Center Redevelopment (Howard County Zoning Regulations, §103)

Major Village Center Redevelopment

A redevelopment of a New Town Village Center that includes any proposal to add residential uses, or to make a change in the permitted land use categories set forth in the chart contained in Section 125.0.A.8 of the Zoning Regulations, within the boundaries of a New Town Village Center, for which an amendment to the New Town Preliminary Development Plan is required in accordance with Section 125.0.J. (see Errata at end of Section 125.0)

Minor Village Center Redevelopment

A redevelopment of a New Town Village Center which is not a Major Village Center Redevelopment, in accordance with Section 125.0.K. and which requires approval in accordance with Sections 125.0.C. & D, 125.0.F., or 125.0.G. (see Errata at end of Section 125.0) as appropriate.

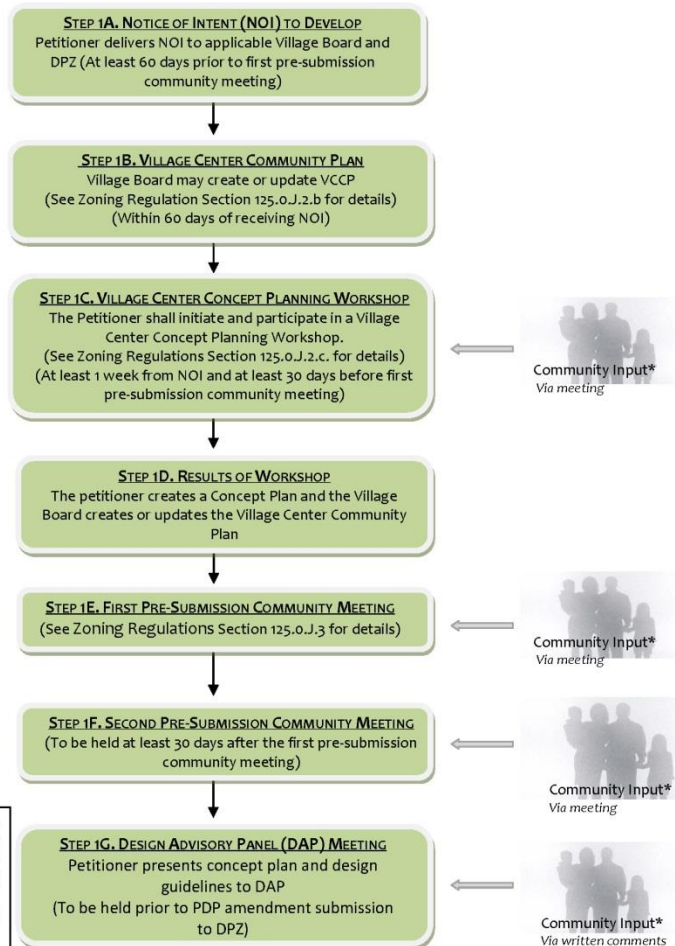
The Department of Planning and Zoning has developed a three-part flow chart illustrating the steps in the Major Village Center Redevelopment process. This flow chart is presented on the following pages.

MAJOR VILLAGE CENTER REDEVELOPMENT PROCESS

Council Bill No. 29-2009 (ZRA-102) Effective 11/5/09

STEP 1 – VILLAGE CENTER COMMUNITY PLANNING PROCESS

(See Zoning Regulation Section 125.0.J.2 for Details)



Disclaimer: All content contained within this chart is for informational purposes. All projects will be reviewed by this Department on a case-by-case basis. Please refer to Section 125.0 of the Zoning Regulations for more detailed information concerning requirements for Major Village Center redevelopment.

* Community input is welcomed at any time; points indicated are the most opportune times.

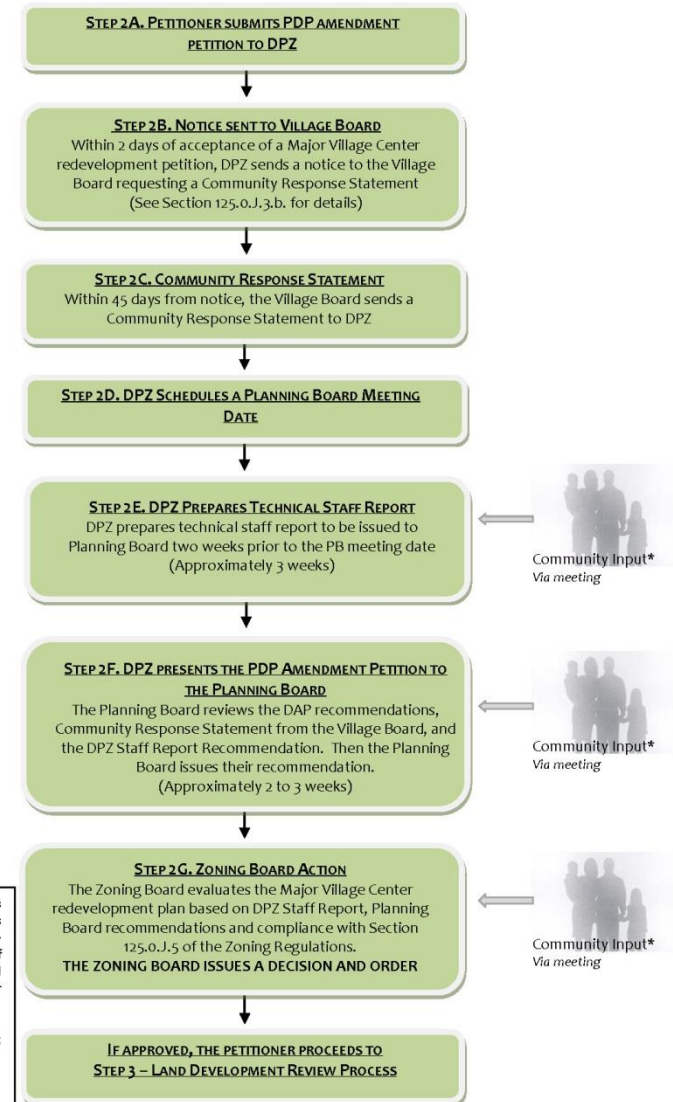
June, 2014

MAJOR VILLAGE CENTER REDEVELOPMENT PROCESS

Council Bill No. 29-2009 (ZRA-102) Effective 11/05/09

STEP 2 - ZONING PROCESS TO AMEND PRELIMINARY DEVELOPMENT PLAN (PDP)

(See Zoning Regulation Section 125.0.J.3, 4 and 5 for Details)



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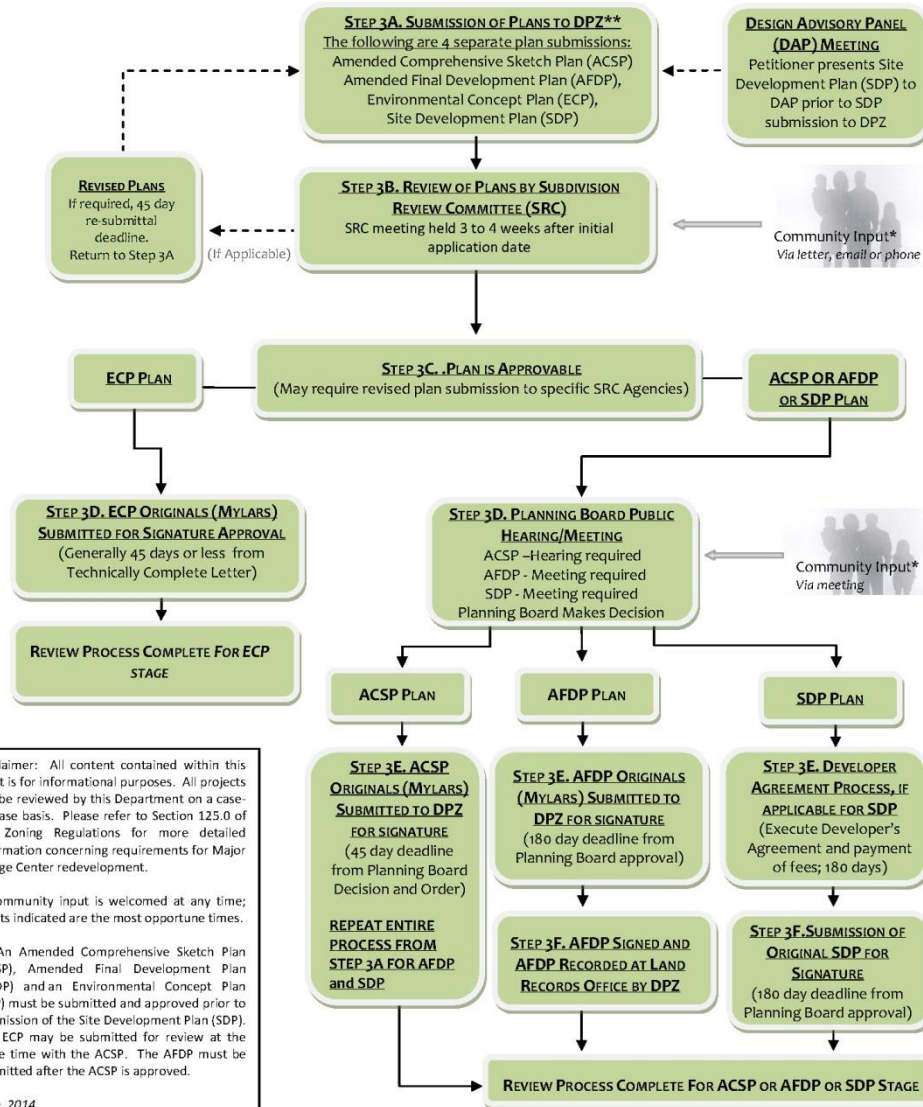
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June, 2014

MAJOR VILLAGE CENTER REDEVELOPMENT PROCESS

Council Bill No. 29-2009 (ZRA-102) Effective 11/05/09

STEP 3 - LAND DEVELOPMENT REVIEW PROCESS (See Zoning Regulation Section 125.0.C., D. and G. for Details)



A summary of the steps in the flow chart is as follows:

Key Steps in the Major Village Center Redevelopment Process

Step 1: Community Planning Process

- ✓ Notice of Intent to Develop
- ✓ Village Center Community Plan
- ✓ Concept Planning Workshop
- ✓ Results of Workshop
- ✓ First Pre-Submission Community Meeting
- ✓ Second Pre-Submission Community Meeting
- ✓ Design Advisory Panel Meeting (Concept Plan and Design Guidelines)

Step 2: Zoning Process to Amend PDP

- ✓ PDP Amendment Submission
- ✓ Notice to Village Board
- ✓ Community Response
- ✓ Planning Board Meeting Scheduled
- ✓ DPZ Technical Staff Report
- ✓ Planning Board Public Hearing
- ✓ Zoning Board Action

Step 3: Land Development Review Process

- ✓ Design Advisory Panel
- ✓ Submission of Plans to DPZ
- ✓ Review and Revision until Plan is Approvable
- ✓ Planning Board Public Hearing

Wilde Lake Village Center

Redevelopment

If the Village Center Redevelopment option is pursued for the LRVC, there is a precedent for such redevelopment: Wilde Lake Village Center.

The development program for Wilde Lake includes the addition of residential uses along with a pharmacy, alternative grocer, retail stores and office space. The project's developer has emphasized the importance of residential uses to making the project viable.

As part of the planning process to redevelop Wilde Lake, the developer prepared design standards the project would follow: Wilde Lake Design Criteria. A similar set of design standards would need to be developed if redevelopment is pursued at the LRVC.

Additional redevelopment precedents outside of Howard County are provided in Appendix B.



Excerpted images from the Wilde Lake Design Guidelines and Concept Plan

Development Standards and Land Use

The Final Development Plan (FDP) for LRVC (FDP 106-A) provides criteria for development. In addition to covering the parcels within the Relmagine Long Reach Village Center plan area (the commercial and open space areas) this FDP also covers an apartment area (Timbers Apartments) and the Foreland Garth roadway. A future owner of a portion of the Village Center may petition to change current criteria in the FDP through the Village Center Redevelopment Process.

These current criteria include, but are not limited to:

- **Building Heights** – height limits are not imposed upon structures constructed within the commercial nor open space areas.
- **Lot Coverage** – coverage requirements are not imposed on the commercial area. No more than ten percent (10%) of the land devoted to open space shall be covered by buildings or major structures.



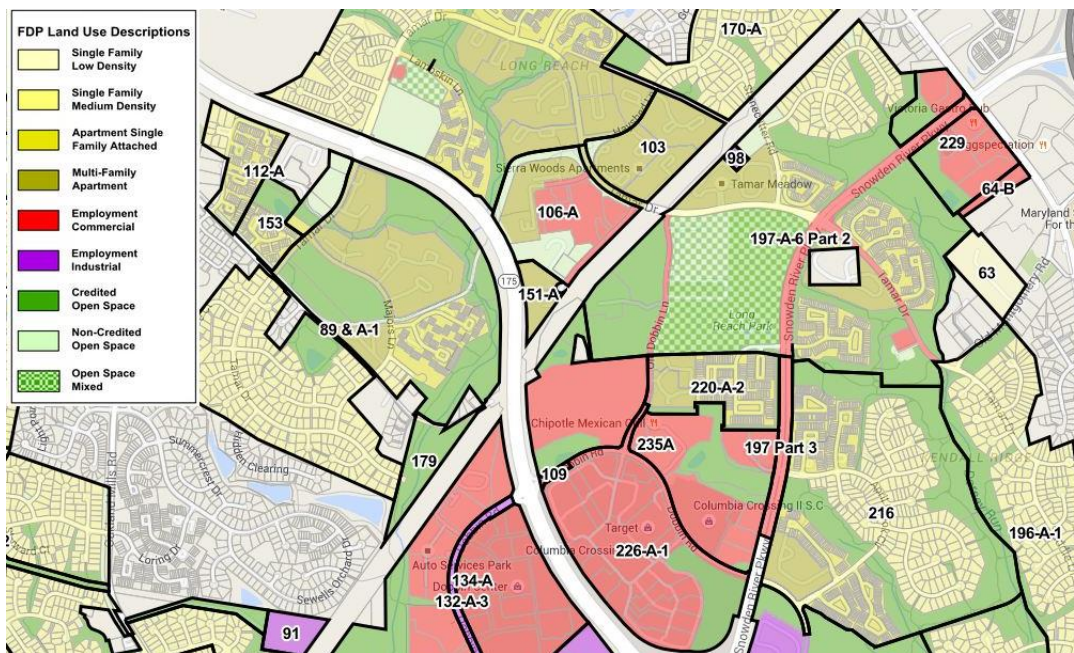
Parking lot in front of the vacant grocery space

- **Setbacks** – Structures within commercial and open space areas shall not be located within thirty (30) feet of the right-of-way of any public street, road, or highway. Structures in open space areas also shall not be located within twenty-five (25) feet of any property line.
- **Parking** – Five (5) parking spaces shall be provided for each 1,000 square feet of net leasable retail area, and one (1) parking space shall be provided for each two (2) employees or tenants occupying office space. Parking requirements for open space structures are set by the Planning Board at the site development plan stage.

- **Permitted Uses, Commercial Area**
– the commercial area of the Village Center may include all uses permitted in Howard County commercial districts or commercial land use zones (including, but not limited to, those permitted in the B-1, B-2, and S-C zones).

- **Permitted Uses, Open Spaces – Lots 5 & 6** (currently owned by Celebration Church) to be used for all open space land uses, including, but not limited to, the operation of religious facilities and all uses incidental thereto.

- **Permitted Uses, Open Spaces - Lot 3** (currently owned by Columbia Association) to be used for all open space land uses, including, but not limited to, swimming pool, library, community hall, teen center, presentation and performance of outdoor community activities, and an arts and crafts center.



Currently recorded land uses and FDP boundaries for Long Reach and vicinity

Future Land Use

In order to facilitate a revitalized LRVC, and consistent with the objectives identified in this plan, future land use options may include residential uses in addition to the commercial and open space uses currently permitted by the FDP.

Changes to the current land use and development standards – including the addition of housing – would require use of the Village Center Redevelopment Process.

Further, changes must comply with covenants applicable to the property. The Long Reach Community Association provides information on covenants and associated architectural review.

TECHNIQUES TO ACHIEVE PLAN OBJECTIVES

In accordance with the Howard County Urban Renewal Law (§13.11), Howard County may undertake a variety of activities in an urban renewal area. These techniques may be used in any combination or part thereof.

Land Disposition

The County will offer the property it has acquired for disposition. According to the Urban Renewal Law, Howard County may dispose of *“any property acquired in the urban renewal area (including sale, leasing or retention by the County itself) at its fair value for uses in accordance with the Urban Renewal Plan”* (§13.1102). A public-private partnership could be part of a strategy to dispose of County-owned land.

The County will issue a Request for Proposals (RFP) to dispose of the property.

The RFP may include, but is not necessarily limited to, the following items:

- Property description
- Market Overview
- Zoning Overview
- RFP Process
- Timeline
- Submission Information

The County will seek to attract as many proposals as possible. An RFP committee will be established that will include representation from community members.

Financing and Funding Strategies

As identified in the Urban Renewal Law, Howard County may issue general obligation bonds or revenue bonds to finance activities in the plan area. The County may also pursue grant and other funding programs offered by the State of Maryland or federal government, including tax increment financing.

A public-private partnership could be part of a financing and funding strategy to facilitate revitalization of the LRVC.



Tenant directory board in the LRVC

Acquisition/Consolidation

Howard County acquired portions of plan area property in 2014 and 2015. Howard County encourages a master redeveloper to acquire additional properties within the 19.1-acre urban renewal area to achieve a more holistic redevelopment.

Existing Buildings and Improvements

Howard County does not plan to rehabilitate existing buildings and improvements.

Demolition and Removal of Buildings and Improvements

The County prefers demolition of the buildings and improvements the County acquired in 2014 and 2015. Demolition is preferred to remove obsolete buildings.

Development and Redevelopment

The County prefers redevelopment of buildings and improvements as a Village Center, which is required to include commercial space, public space, and space for community and/or institutional uses. Residential space is optional.

Improvement of Site and/or Buildings

New streets, utilities, public spaces and other improvements may be required to meet this plan's objectives.

Relocation and Retention of Existing Businesses

Existing businesses may be relocated or retained as part of a development or redevelopment project.

Techniques and Actions to Achieve Plan Objectives

| Technique | Actions* | Required | Preferred | Optional | Not Required |
|----------------------------------|--|----------|-----------|----------|--------------|
| Land Disposition | Issue request for proposals | X | | | |
| | Evaluate proposals and select preferred proposal that meets the County's objectives for revitalization | X | | | |
| | Sell county property to developer | | X | | |
| | Enter public private partnership agreement | | | X | |
| Financing and Funding | Issue general obligation or revenue bonds to finance activities | | | X | |
| | Pursue state and federal grant/funding programs | | | X | |
| | Define financing and funding roles through public private partnership | | | X | |
| Acquisition/ Consolidation | Acquire additional properties in 19.1-acre urban renewal area | | X | | |
| Existing Buildings/ Improvements | Rehabilitation of existing buildings and improvements | | | | X |
| Demolition | Demolition of buildings and improvements | | X | | |
| Development/ Redevelopment | Redevelopment of buildings and improvements as a Village Center | | X | | |
| | Commercial space | X | | | |
| | Public space | X | | | |
| | Space for community and/or institutional uses | X | | | |
| | Residential space | | X | | |
| Improvement of Site | New streets, utilities, public spaces and other improvements | | X | | |
| Existing Businesses | Relocation or retention of existing businesses | | | X | |

*Actions could pertain to the County, Master Developer, or other entities

APPENDIX A – PRELIMINARY CONCEPT PLANS

Howard County engaged the design firm Morris & Ritchie Associates, Inc. (MRA) to develop a set of concepts for a redesigned LRVC.

These concepts were used as part of the community planning effort to generate community discussion. The concepts do not represent preferred options for LRVC, nor are they by any means the only options for LRVC.

Existing Conditions

In order to prepare the concept palette, MRA reviewed the LRVC's existing conditions in order to identify both assets and challenges that new designs should consider. A range of existing site and building conditions were assessed. MRA's conclusions are listed by category: connectivity, building mass, utilities, outdoor spaces and topography.

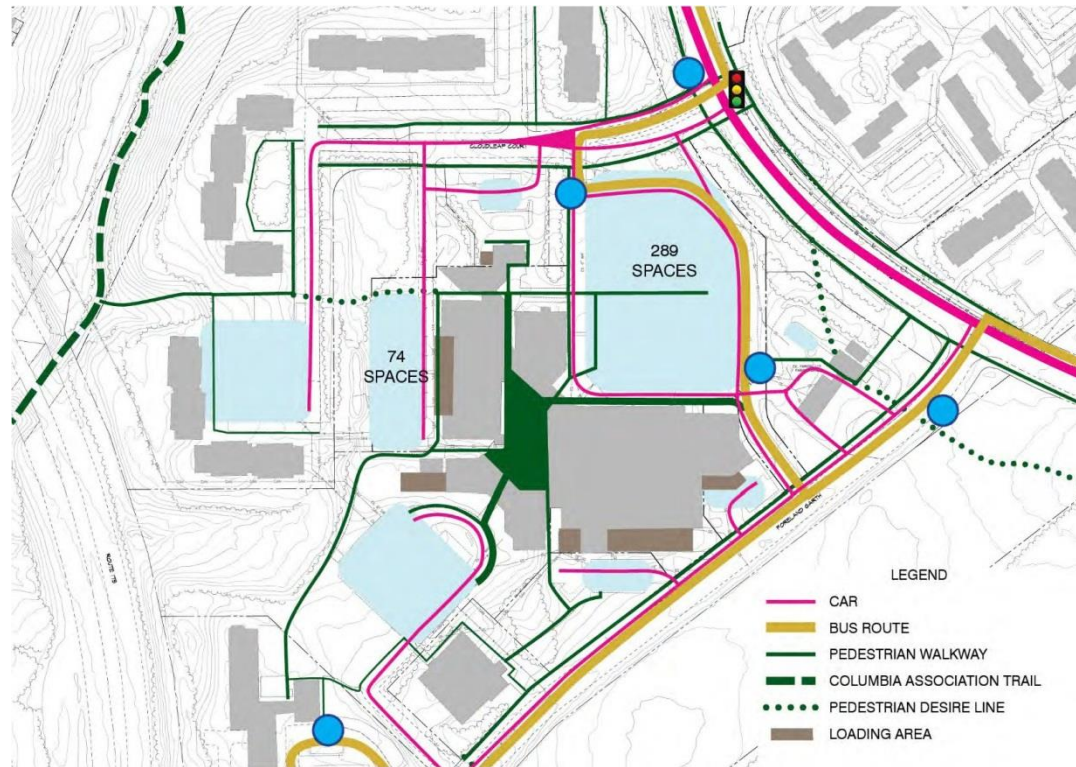


Diagram illustrating vehicular and pedestrian connectivity

Connectivity

- Vehicular access points to the site are from the sides, not the front
- Vehicular circulation is disconnected front to back
- Loading areas detract from views along edges
- Existing walkways do not necessarily represent the most direct routes to and from the village center to surrounding uses



Diagram illustrating open space, buffers, and outdoor amenities

Outdoor Spaces

- Existing amenities within plan area include plaza and tot lot
- Community garden is an asset located within BGE right of way adjacent to plan area

Building Mass

- Several adjacent uses front onto the Village Center
- The building configuration contains an internal pedestrian focus

Utilities

- Site is fully serviced by sewer, water and storm drains
- Redevelopment of the site will trigger environmental site design requirements

Topography

- Several areas of the site have significant grade changes
- There are areas where grade changes between the site and neighboring sites

Four Concept Plans

Taking into account existing strengths and weaknesses, and considering community preferences, MRA prepared four concepts for community discussion.

These concepts feature different anchor uses (inspired by community preferences) and different redevelopment scopes. Proposals to revitalize the LRVC are not constrained to these concepts.

Each concept is presented on the following pages.

Concept for Illustrative Purposes Only; Not a Proposal for Redevelopment

Concept #1: Art – Low Redevelopment Scope

This concept included the following features:

Anchor Use: retrofit for creative arts. Working artist facilities for: back-of-house production, teaching, selling, storing, etc.

Other Uses: renovated retail and offices. Ground level shops and galleries. Offices and walk-through working studios on second floor.

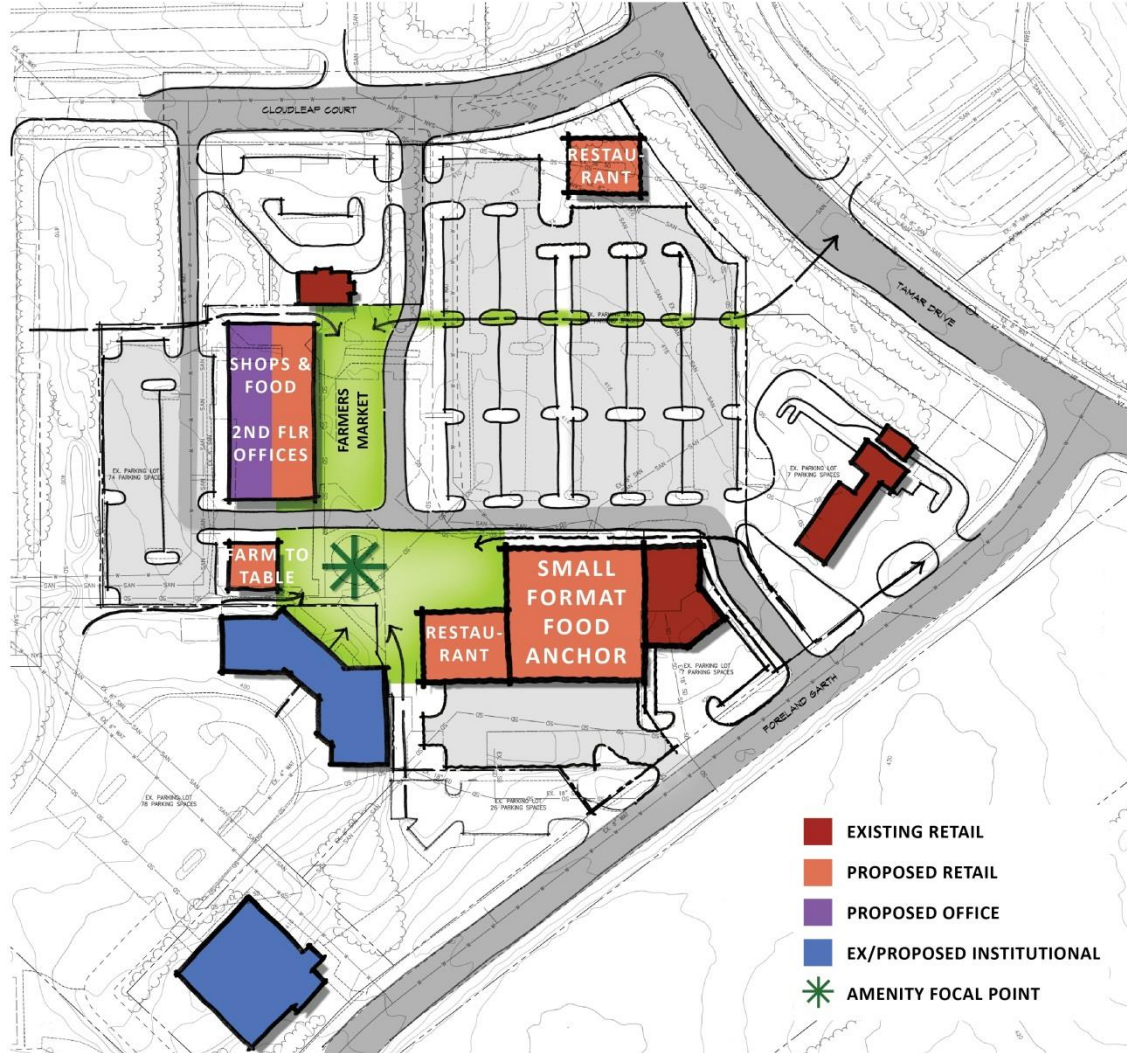
Form: repurpose most buildings, and remove front retail. Increase visibility, sense of safety, and open space.

Public Gathering Space: activate open space. Outdoor performance area. Art markets/festivals.



Concept #1: Art – Low Redevelopment Scope

Concept for Illustrative Purposes Only; Not a Proposal for Redevelopment



Concept #2: Art – Main Street Form/High Redevelopment Scope

Concept #2: Art –Main Street
Form/High Redevelopment

Scope

This concept included the following features:

Anchor Use: new creative arts building.
Working artist facilities for: back-of-house
production, teaching, selling, storing, etc.

Other Uses: residential over retail. Food, shops and gallery space. Artist housing, interior amenity.

Form: strong view focused on existing arts center.

Public Gathering Space: large art-focused, programmed open space. Interactive art plaza or outdoor performance venue. Mix of hardscape and softscape.

Concept #3: Food – Moderate Redevelopment Scope

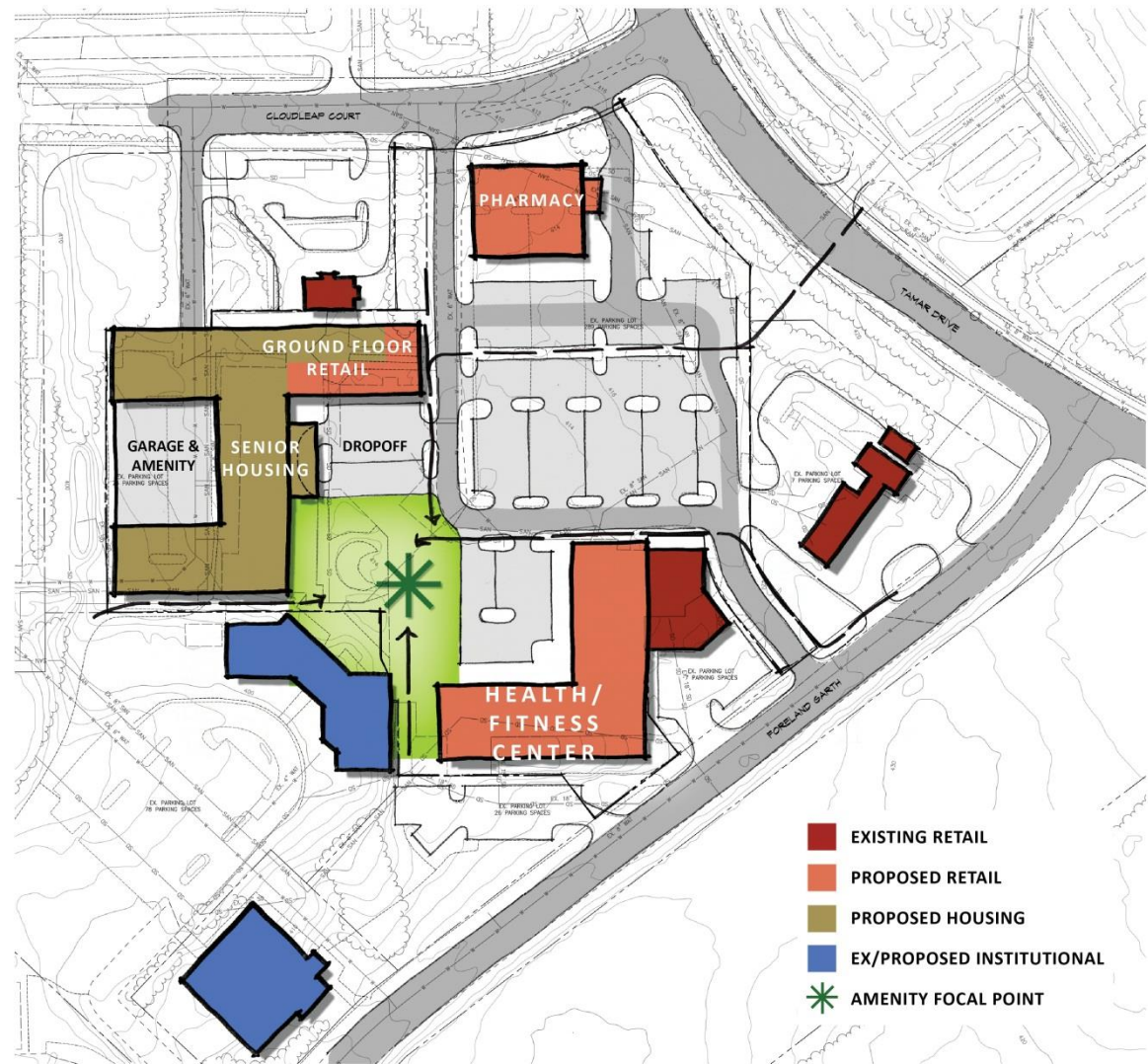
This concept included the following features:

Anchor Use: small-format food anchor.

Other Uses: renovated retail and offices. Ground-level shops and food establishments with outdoor seating. Offices on second floor. Farm-to-table restaurants.

Form: remove front retail building and office above. Increase visibility, sense of safety, and open space.

Public Gathering Space: programmed open space. Host farmers' market on weekends. Urban farming/raised beds with bio-intensive gardening.



Concept #3: Food – Moderate Redevelopment Scope

Concept for Illustrative Purposes Only; Not a Proposal for Redevelopment



Concept #4: Health and Fitness – High Redevelopment Scope

Concept #4: Health and Fitness – High Redevelopment Scope

This concept included the following features:

Anchor Use: health and fitness center. Dance studios, outdoor yoga, tai chi, pilates cardio classes, weightlifting, physical therapy, medical office space, etc.

Other Uses: senior housing, ground floor retail (hair salon, dry cleaners, bike shop, food store, take-out, etc.). Corner pharmacy: additional retail with good visibility, drive-thru availability.

Form: structured parking, drop off, and amenity space for residential uses.

Public Gathering Space: large open space in front of Arts Center.

APPENDIX B – PRECEDENTS

The Long Reach Village Center is in a unique situation, as a planned community village center that experienced decline and disinvestment before being purchased by a governmental jurisdiction.

There is no single precedent for the redevelopment and/or reuse of another center in a perfectly similar situation.

Instead, several examples are profiled that speak to the range of techniques jurisdictions may take to facilitate revitalization, including:

- Government acquisition and request for proposal process (Lake Anne Village Center, Excelsior & Grand);
- Government anchor (Shirlington Urban Village); and
- Infrastructure investment (Merrifield Mosaic District, Shirlington, Excelsior & Grand).



Clockwise from top: Mosaic District, Merrifield, VA; Shirlington Urban Village, Shirlington, VA; Excelsior & Grand, St. Louis Park, MN; Shirlington Urban Village, Shirlington, VA; Lake Anne Village Center, Reston, VA; and Mosaic District, Merrifield, VA.



Lake Anne perspective, site plan and rendering of planned redevelopment

LAKE ANNE VILLAGE CENTER

Reston, Virginia

Government Involvement: In 2006 Fairfax County purchased a 181-unit apartment complex known as the Crescent Property for the purpose of preserving affordable housing. Built in 1964, the development consists of five garden-style 3-story apartment buildings and sits adjacent to the Lake Anne Historic District, Reston's first village center.

The purchase of the property followed an economic analysis of revitalization concepts for the LAVC and was followed by a public engagement process and comprehensive plan amendment. An RFP was released in 2012 and a redevelopment contract was awarded to Republic Land Development (Lake Anne Development Partners) in 2013. The Fairfax County Board of Supervisors adopted the LADP's redevelopment application in March 2015.

Year: Construction on Phase 1 is expected to begin mid-2015. The entire redevelopment is expected to take 10 to 12 years and is divided into 5 phases.

Cost: Total project costs are estimated at \$500 million. Lake Anne Development Partners was created for varying parts of the program. Republic Land Development is the master developer. Renaissance Centro is the lead developer of the market-rate residential units. Community Preservation and Development Corporation is the lead developer for the affordable/workforce housing.

Development program: 16.5 acre Crescent Property is located in the northeast portion of the LAVC. 1,037 new mixed-income residential units in a range of housing types, 111,471 sf of net new retail including a 15,800 sf boutique grocery, 82,454 sf of net new office space, amphitheater, expanded plaza with community space and multiple public parks.



Public space, theater, and residential uses in Shirlington Urban Village

SHIRLINGTON URBAN VILLAGE

Arlington, Virginia

Government Involvement: Arlington County issued bonds to build a county-owned performing arts theater-library complex on the site of an abandoned big box store and parking lot. Project was positioned as an economic catalyst for private redevelopment. Arlington County and Federal Realty Trust entered into a public-private partnership in which the County ensured a project anchor, created viable lots, covered infrastructure expense, and funded parking. The County also front loaded the site's anchor (the theater-library complex) ahead of the privately constructed residential and retail uses.

A community visioning process led to a Phased Development Site Plan (PDSP) and associated guidelines. The PDSP established 1 million sq. ft. of mixed-uses, densities, building heights, parking locations, transportation facilities, utilities, and community facilities for the entire area – in conceptual form. Arlington County did not purchase nor dispose of property in the Village.

Year: County building opened in 2007. Developer purchased the property in 1996.

Cost: Developer Federal Realty Investment Trust invested \$100 million in the private expansion. Public-private partnership for theater space: \$5.5 million county investment for building core and shell, and \$12 million investment by Signature Theater for interior build out. The County leveraged its investment at a ratio of roughly twenty-five to one (\$1 of county funds/\$24 private funds). Project success ultimately reduced the ratio to \$1/\$42.

Development program: 25 acre redevelopment of former grocery-anchored shopping center. New uses include: ~200,000 sq. ft. of shops and restaurants, Signature Theater, public library, 400 dwelling units, a ~150 room hotel and ~480,000 sq. ft. of office space. Retail uses include a Harris Teeter grocery store.



Mosaic District public space, townhomes, and site plan

MERRIFIELD MOSAIC DISTRICT

Merrifield, Virginia

Government Involvement: Fairfax County developed a comprehensive revitalization plan for the area over several years and with citizen input. The County created a Community Development Authority to fund roads, parks and a portion of parking garage. The County did not directly purchase nor dispose of land within the Merrifield-Mosaic District. Fairfax County was however a partner in development of a one-acre park at the district's center.

Year: first phase completed 2012. Second phase completed in 2015. Developer initially acquired in 2006.

Cost: total project cost was ~\$540 million. Fairfax County invested \$65 million (12% of project cost), which was funded by Community Development Authority revenue bonds (secured by special assessment tax increment financing revenues).

Development program: former 31-acre aging movie theater and commercial site redeveloped into 1.8 million sq. ft. of new space, including: 520,000 sq. ft. of retail and restaurant space, a ~150-room hotel, an 8-screen art house movie theater, 138 townhomes, 782 apartments, a one-acre park, and ~170,000 sq. ft. of office space. The one-acre park features outdoor movies, an evening concert series, and yoga in the park.



Roundabout, mixed-use development, and concept plan for Excelsior & Grand

EXCELSIOR & GRAND

St. Louis Park, Minnesota

Government Involvement: City purchased multiple properties in a blighted, auto-oriented commercial area along Excelsior Boulevard. The uses within the blighted buildings included bars, pawn shops, and other uses not popular with the community.

The City undertook a series of community charrettes to sketch plans for the area, which the City deemed “Park Commons East.” Charrettes were informed by market studies to make sure designs were economically viable.

City drafted a new mixed-use zoning code to allow vertical mixed-use parking and diagonal on-street parking. Following an RFP process, the City disposed of the properties to a developer.

Year: all project phases completed in 2007. City’s planning began in 1995. Ground breaking was held in 2001, with multiple phases of work through 2007.

Cost: total project cost was \$150 million. In order to finance the project, private investment (80% or \$120 million) was supported by public sources (20% or \$30 million). Public sources included state funding to demolish existing structures, and City funds to assemble 36 original properties via tax increment financing district.

Development program: 16 acres former blighted commercial uses redeveloped into mix of ~90,000 sq. ft. of retail and ~650 residential uses around a town green. Includes public art displays.